Amendments to the Specification:

Please replace the paragraph beginning at page 11, line 21, with the following rewritten paragraph:

- - The MMAS 300 consists of six major components in one embodiment: an aggregation device 315, a cleaning device 320, a data warehouse 325, a data search-processing unit 330, a data analysis module 335 and a performance metrics device 355. These components are internal to the MMAS 300 and either directly or indirectly ~~connects~~ connect with the data search-processing unit (hereinafter "DSPU") 330. The data search-processing unit 330 processes data that is internally inputted by each of the above-mentioned devices. The DSPU 330 outputs its search results to the user via a remote user interface. As shown, the aggregation device 315 collects data (i.e., text and media) from a multitude of sources, in one embodiment, which may include many search engines 305. It should be understood that the MMAS 300 may conduct these searches using its own search engines 305 or may purchase this information from other business enterprises that specialize in searching web-based systems (e.g., CNET Search, Yahoo, etc.).

Please replace the paragraph beginning at page 12, line 11, with the following rewritten paragraph:

- - The cleaning device 320 performs multiple functions, which includes the processes of extracting, cleaning, transforming and loading the web-page data gathered by the aggregation device 315. This cleansed data gathered by the MMAS 300 is stored in a data warehouse 325, which may be located external at a remote location or internal to the

Marketing Response System 300. In either instance, the communication between the data warehouse 325 and ~~any connections it may have with~~ other components in the system are protected (e.g., via a protected and/or privileged IP link). According to the input by user (i.e., client) at a remote user interface 310, the data search-processing unit 330 will access the data stored in the data warehouse 325 for processing a search. The DSPU 330 utilizes the data analysis module 335, the performance metrics device 355 and accesses its data warehouse 325 upon every search initiated by the user at the remote user interface 310.- -

Please replace the paragraph beginning at page 13, line 13, with the following rewritten paragraph:

- - The data search-processing unit 330 accepts input from a multitude of locations, including a remote user interface 310. The remote user interface ~~120~~ 310 may consist of, but not limited to, a single computer that has established a connection with a network, such as the Internet (e.g., by a dial-up connection) through the use of an Internet Service Provider. This remote user interface 310 provides for a connection between the client-user of the system and the data search-processing unit 330. The MMAS 300 provides a website, accessible via the Internet by using an Internet browser (e.g., Microsoft Internet Explorer), that accepts submitted information from the client-user and display at the remote user interface 310 the status of the search and its results. - -

Please replace the paragraph beginning at page 15, line 3, with the following rewritten paragraph:

- - ~~In~~ **Figure 4** illustrates some of the operations performed by the web-based Market

Metrics and Analysis System of Figure 3. Prior to describing block 400, it should be

understood that the ~~Internetworks~~ networks searched in this system (e.g., Internet) ~~is~~ are

constantly changing and ~~among these changes~~, new pertinent information to the user may

be added. For this reason, the Market Metrics and Analysis System constantly searches a

multitude of sources by way of search engines (e.g., CNET Search, Yahoo, etc.) for any

new information that may be of use to any potential customer. In block 400, the MMAS

utilizes its aggregation device, as depicted in Figure 3, by aggregating the data gathered

by these sources. The MMAS may conduct its own searches and aggregate its results or

purchase this information, when found economically beneficial. From block 400, control

passes to block 405. - -

Please replace the paragraph beginning at page 18, line 12, with the following rewritten

paragraph:

- - These two Figures are only examples of what the user may expect to see displayed at

the website when submitting a search to the Market Metrics and Analysis System for

processing. Once the user decides on the type of search desired and completes any

necessary fields asked for on the ~~protected web site~~ on the website, the form is submitted

to the data search-processing unit by the user clicking on the ~~"OK"~~ "Update" and/or

~~"SUBMIT"~~ "GO" button(s). It should be understood that in one implement, those

buttons may have been designated to submit the search request, however different buttons

may have been implemented according to the design of the system (e.g., to compensate

for differing languages). From block 415, control passes to block 420. - -

Please replace the paragraph beginning at page 20, line 5, with the following rewritten paragraph:

- - One more example of an internal data analysis method used for a narrowly tailored search is where the MMAS and/or the user can analyze all feedback from the conducted search. The user may decide whether the search was best suited for the desired application or the user may allow the MMAS to employ its own tailoring search methods in conducting the more narrowly tailored search. For example, in one search the user may want to analyze for him/herself all possible matches found by the searching system upon any criteria submitted by the user. This internal data analysis method will allow the user to review all search results and pick which ones are applicable and discard any that are found inapplicable. In another search, the user may not want to analyze for him/herself all the possible matches found by the searching system. In this implementation, the MMAS automatically chooses for the user (upon its own discretion), which search results it believes as being applicable to the customer user according to the prior-submitted search criteria. From block 425, control passes to block 430. - -

Please replace the paragraph beginning at page 21, line 16, with the following rewritten paragraph:

- - In Block 435, the data search-processing unit presents the pre-generated reporting analysis file to the customer at the MMAS website, accessible by a remote user interface. There are a many different ways that the data search-processing unit may present these metrics results to the customer via a remote user interface. One example is

where the Market Metrics and Analysis System could display (upon privileged and secure access) ~~uses its own web site to display~~ all search results pertaining to each respective customer. A privileged connection (e.g., via Internet) between the customer and the data search-processing unit would exist so that any communication between them would be confidential. - -